

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S102	2	S101 and demographic	USPAT	OR	ON	2006/06/21 17:37
S101	135	(introduce near (product or item or merchandise)) and map\$	USPAT	OR	ON	2006/06/21 17:37
S100	78	(introduce near (product or item or merchandise)) and map\$	USPAT	OR	OFF	2006/06/21 17:37
S99	6	(scientific adj games).as. and map\$	USPAT	OR	OFF	2006/06/21 17:37
S98	2	("5844570" "5884216").pn.	USPAT	OR	OFF	2006/06/21 17:35
S96	9	mappoint	USPAT	OR	OFF	2006/06/21 16:15
S95	58	(retailer or store) with (map or mapping or mapped) with (symbol or indicator or icon)	USPAT	OR	OFF	2006/06/21 16:06

6-23-06
77 KWIC HDS

Dialog Searches
J2 6-23-06
67pg

Set	Items	Description
S1	1655	MAPPOINT
S2	160	S1 AND (IDENTIFIER? OR SYMBOL? OR ICON?)
S3	69	S2 AND SALES
S4	69	S3 AND (PRODUCT? OR ITEM? OR MERCHANDISE OR GOODS)
S5	38	RD S4 (unique items)
S6	22	S5 NOT PY>2002

? t s6/3,k/all

6/3,K/1 (Item 1 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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02348990 114485858

Location, location

Wittmann, Art

InfoWorld v24n15 PP: 35-36 Apr 15, 2002

ISSN: 0199-6649 JRNL CODE: IFW

WORD COUNT: 801

...ABSTRACT: beyond specs and press releases. Microsoft announced the availability of its first .Net Web service: MapPoint .Net Basic Services

2.0. MapPoint .Net is a SOAP (Simple Object Access Protocol)/WSDL (Web Services Description Language) Web service...

TEXT: Microsoft plots its Web services course with release of MapPoint .Net

MICROSOFT'S PR MACHINERY is in overdrive lately, promoting the company's vision of...

...press releases.

On April 10, Microsoft announced the availability of its first Net Web service: MapPoint Net Basic Services 2.0. MapPoint .Net is a SOAP (Simple Object Access Protocol)/WSDL (Web Services Description Language) Web service...

...of Microsoft sites and applications as well as a publicly available fee-based Web service, MapPoint Net promises reliable mapping data that is regularly updated.

Eventually you will be able to tell MapPoint .Net where you are, and it will kick back the latest information including road construction...

...the service is limited to maps, driving routes, and commercial and public points of interest.

MapPoint .Net is an excellent proving ground for .Net. Tracking all the changes in the world...

...than attempt to duplicate such a massively complex undertaking. So

the question isn't whether **MapPoint** .Net is a useful service, but rather, whether you should trust Microsoft to provide such a critical piece of functionality.

In a nutshell, **MapPoint** .Net is a collection of Web services functions that delivers to developers the ability to add location specificity and awareness to custom Web applications. A sales force automation app could call into **MapPoint** Net to retrieve complete driving directions to customer sites. A point-of-sale application could locate all the stock of a specified item within a given geographic region. A user carrying a GPS-equipped smart phone could get turn-by-turn directions to the nearest Holiday Inn. **MapPoint** Net will be used for just such purposes by Microsoft's own HomeAdvisor and Carpoint...

...us, the company used its mapping technology to do everything from demographic analysis to regional product adoption visualization.

Using standardized SOAP and WSDL, developers can integrate Microsoft's mapping technology in...

...a standard (most notably from XML-RPC), SOAP is an open standard. According to Microsoft, **MapPoint** .Net beta testers used not only Visual Studio .Net, but Perl and Java, too.

From...

...transactions. Each transaction costs 4 cents to 1 cent depending on the volume purchased. All **MapPoint** .Net functions, such as render map and route, are charged at the same rate. As part of the subscription, Microsoft will render maps with subscriber logos and icons. Customer profile data, including previously viewed maps and favorite locations, will eventually be stored. **MapPoint** Net will provide statistics on usage as well.

By subscribing to Microsoft's **MapPoint** .Net service, developers can add mapping functionality to their applications.

Future releases of **MapPoint** .Net will supply demographic data. Applications that collect customer mailing addresses can use **MapPoint** .Net to not only verify the address' validity, but also to retrieve such statistics as the average age and income of residents in the immediate area.

Pricing makes **MapPoint** Net too expensive for most advertising-supported Web sites. Microsoft as sole host will give...

...t have a track record in services and is relying on channel partners for both sales and support. MapPoint .Net looks like a valuable service and its SOAP support makes it available to a...

...but potential subscribers may want to take a wait-and-see approach.

THE BOTTOM LINE

MapPoint .Net

EXECUTIVE SUMMARY: Microsoft has begun to deliver its Net vision. Although mapping is an...

6/3,K/2 (Item 2 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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02008457 52196754
Linux lives, Microsoft maps
Kay, Russell
Computerworld v34n14 PP: 61 Apr 3, 2000
ISSN: 0010-4841 JRNL CODE: COW
WORD COUNT: 881

ABSTRACT: Corel Corp.'s Corel Linux Deluxe and Microsoft Corp.'s MapPoint 2001 are discussed. Except for an unrelated hardware issue that stemmed from a mixed SCSI-EIDE hard-disk environment, the installation of Corel Linux Deluxe went smoothly. MapPoint 2001 is a mapping program that has a lot of intriguing and powerful databae capabilities...
TEXT: A Linux installation without pain, anda Microsoft product that shines. Will wonders never cease? By Russell Kay

I'VE BEEN CURIOUS about Linux...

...Netscape Navigator and an image-editing program, without fuss and without even opening the manual.

MAPPOINT 2001

Overall, I was impressed with how simply it went. I've installed just about ...

...my documents and applications in the "My Home" folder, which is accessed via a desktop icon , just like the Windows "My Documents" folder.

Although I installed Linux into its own Linux...

...and now it has supplied a firstrate package that can help us answer

it.

The **product** is **MapPoint** 2001, a mapping program that has a lot of intriguing and powerful database capabilities and...

...information system (GIS), but in some ways it's better and easier to use. With **MapPoint**, you can drag a highlighted area of a spreadsheet representing, say, **sales** in various states during a certain period - and drop it onto a map of the...

...data graphically. You can also use data directly from Access and Outlook.

You can give **MapPoint** 2001 a list of addresses and have it plot the most efficient route to travel...

6/3,K/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01906672 05-57664

Divide and conquer

Baker, Sunny; Baker, Kim

Journal of Business Strategy v20n5 PP: 16-19 Sep/Oct 1999

ISSN: 0275-6668 JRNL CODE: JST

WORD COUNT: 2426

...TEXT: at the University of Tennessee at Knoxville. According to Dr. Noon, companies can create transportation, **sales** territory, and supply chain optimization models using GIS.

Mapping: The Ascendant Standard

Through mapping software...

...entirely new ways. Mapping enables users to identify future opportunities and geographic trends for increased **sales** and profitability.

This type of business mapping, also called market mapping, is by no means

...

...Web-and this revolutionizes the possibilities of mapping in business.

Both the GIS and analysis **products** employ data from government, commercial, and self-compiled information sources to create the maps.

The

maps incorporate **symbols**, three-dimensional representations, colors, and

charts to display trends, locations, and relationships in business data...

...on speed, data sources, and display options. For example, Microsoft's

entry level mapping program, **MapPoint** 2000, is only \$110 retail and comes with general geographic data for the United States, down to the street address level. **MapPoint** 2000 is a useful starting tool for basic location analysis, especially if you have lots...

...and customer programming capabilities, Tactician's Selling Machine bundle, a powerful mapping system for realigning **sales** territories and related **sales** analysis, runs about \$7,900.

It has enough data to cover territories across the United...

...business trends.

At the surface level, the dividing line between a fullfeatured analysis-level mapping **product** and a full-blown GIS is increasingly fuzzy. Today, most precision mapping **products** combine similar display, thematic, and streetlevel mapping functions. The more expensive **products** allow finer levels of detailed analysis and customization to specific application requirements. They can also...can benefit from mapping applications.

For example, New York-based Avon uses GIS to track **sales** representatives' records and **sales** penetration by country, state, county, city, and even by a specific street. The software produces multicolored maps and grids that show not only where **sales** are already concentrated, but also where Avon needs to beef up recruiting efforts for new...

...reengineering of Avon is designed to generate \$400 million in annual corporate savings and a **sales** growth target of 8% to 10%.

The mapping software also helps Avon see which areas have a preponderance of specific ethnic or other groups and then respond by targeting specific **product** lines to those groups. Even more exciting, managers can click on an **icon** and look at **sales** performance based on the population and ethnicity and conclude that "we're doing well compared...of customers meeting age and income criteria that can be used to develop new banking **products** and promotions for specific market groups. A Buffalo-based financial institution also uses mapping software...

...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major consumeroriented companies like Coca-Cola...and should be an important strategic tool in business.

The recent entry of Microsoft's **MapPoint** 2000 is evidence that mapping is becoming a core business application. When Microsoft embraces a...

6/3,K/4 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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10019843 Supplier Number: 90783929 (USE FORMAT 7 FOR FULLTEXT)
Insignia Announces Availability of Java-Enabling Technology for Microsoft

Windows for Smartphone.

Business Wire, p0026

August 27, 2002

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1220

... TM)) capabilities that can be leveraged by wireless carriers worldwide. This is the first Insignia **product** for a Windows Powered platform since the announcement of an Insignia and Microsoft strategic alliance...

...or use MSN Messenger Service to chat with friends. The Smartphone 2002

makes work more **productive** and personal life more fun.

Insignia's software enables wireless operators to deploy and sell...

...the new generation of Microsoft .NET services, such as the mapping and

driving information service **MapPoint** .NET, giving users the most comprehensive mobile services experience in the marketplace.

"We have been...

...Fujitsu, NEC, Toshiba, Motorola and Siemens AG. Insignia Solutions is traded on NASDAQ under the **symbol** INSG. The company is headquartered in Fremont, California with R&D and European operations based...

...United Kingdom, and its Asian HQ in Japan. For additional information

about Insignia or its **products** please visit <http://www.insignia.com>.

Forward-Looking Statements

The statements in this press release...

...to satisfy Insignia Solutions' liquidity requirements; risk as related

to market acceptance of Insignia Solutions' **products** ; impact of long and

lengthening **sales** and implementation cycles for Insignia Solutions' **products** ; satisfaction levels of customers regarding the implementation

and performance of Insignia Solutions' **products** ; reliance by Insignia

Solutions on a limited number of customers for a majority of revenue...

...and maintain qualified executives and other personnel and motivate employees; Insignia Solutions' use in its **products** of third-party software; activities by Insignia Solutions and others regarding protection of intellectual property; and release of competitive **products** and other actions by competitors. Further details on these risks are set forth in Insignia...

6/3,K/5 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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09831446 Supplier Number: 87015125 (USE FORMAT 7 FOR FULLTEXT)
Desktop data mapping: a review of MapPoint , Maptitude, and GeoMedia. (Evaluation)
Palmer, Catharine
Searcher, v10, n6, p64(4)
June, 2002
Language: English Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Professional Trade
Word Count: 3092

Desktop data mapping: a review of MapPoint , Maptitude, and GeoMedia. (Evaluation)

... began my career as a librarian just when Dialog, Westlaw, and LexisNexis were emerging as **products** for research. Soon after, personal computers became a professional tool. Does anyone recall the days...

...wholesale, retail, and dealer prices for vehicles and how it computed the calculations.

- * Identify certain **products** in an accounting system, locate the cost, **sales** price, and salesperson data, and provide a report of **product** margins for each person.

- * Write a program to import a telephone log file and identify...

...in the future.

Knowing nothing about mapping software, I first turned to the Internet for **product** reviews and survey articles. I found nothing current. Next I sought specialists in the field...

...the software for years. Second, most universities and educational institutions use ArcView because of the **product** 's power and its advantageous pricing for colleges and universities. (Editor's Note: For more on ArcView, see the article on desktop GIS tools beginning on page 70.) All the **products** recommended by friendly university map librarians required extensive time and training to master, something that...

...fit the project requirements.

After discussions with some graduate students, I began looking at

three **products** :

- * Microsoft Corporation's **MapPoint**

- * Caliper Corporation's Maptitude

- * Intergraph Corporation's GeoMedia

After contacting the publishers, I got to work testing the three **products** .

In each case, I began with an Access database of 40,000 company addresses. For...

...of the maps was to evaluate the competition sites in relation to out target sites.

MapPoint

MapPoint 2002: \$249

MapPoint Europe 2002: \$249

I began with this **product** because it came as part of the Microsoft

Office 2000 **product** I had already purchased. Having worked extensively

with Access and Excel, I felt comfortable with the online help structure of

the Microsoft **products** . Within approximately 10 hours of working with **MapPoint** , I created my own data sets and placed the data on maps. The maps

were could not adjust the map size for wall sized print-outs.

The **product** does not include 2000 Census data, which would have

satisfied one requirement. Nevertheless, for a quick and easy tool to produce lettersized maps, **MapPoint** is acceptable.

The real power of this package lies in its ability to select an...

...495: single copy; volume discounts available

Established in 1983, Caliper offers Maptitude as an ideal **product**

for individuals with computer skills who need a powerful mapping tool, but do not want...

...map all my addresses in the states under analysis. Each data set had its

own **symbol** , which I could change and manipulate as the client requested.

Also, I was not limited...

...the ability to work with data other than addresses. I could easily add

location size, **sales** , or customer volume data for the competition and create charts to use in conjunction with...

...analysis to determine economic success and failure in a region.

The flexibility in modifying colors, **symbols** , and scales made it

particularly easy to create the desired output. When I completed the...

...4,700 employees, offices worldwide, over 2 decades of experience, and a suite of 17 **products**, Intergraph's GeoMedia is by far the most sophisticated **product** in my comparison. In 1993, Intergraph moved all its applications to Windows.

The **product** line provides complete scalability. Organizations may add functionality as their requirements change. GeoMedia serves desktop...

...are greatly enhanced, but closely follow the standards and functionality familiar to Windows users.

This **product** is positioned for large-scale projects -- transportation, municipal public works, utilities, engineering and construction projects...became a separate feature class. This enabled me to display each data set with different **symbols**.

In addition to printing a copy of the map or creating an output file for...

...of GeoMedia vastly exceeded my needs in terms of mapping information and precision. However, the **product** is a superb solution for those individuals with sophisticated requirements who have the time to...

...the Internet. Training is essential to fully master the software.

Bottom Line

All of these **products** enabled me to create data sets that could be mapped correctly to specific locations. When...

...software budget, and staff resources, with the last being the most important in my view. **MapPoint**, though handy for novices to get started

or casual users, lacked the features needed for...

...organization could afford the time for one to two individuals to learn

and master the **product**. GeoMedia requires an additional investment of time to master some address matching software such as...

...importing and storing the data. If an organization needed the full power

of the GeoMedia **product** line, it should acquire a GIS-trained specialist

to work extensively with the software an...

...COMPANY NAMES: **Products**; Caliper Corp...

... **Products**; Intergraph Corp...

... **Products**

EVENT NAMES: *350 (**Product** standards, safety, & recalls)

TRADE NAMES: Microsoft **MapPoint** (Map database...

6/3,K/6 (Item 3 from file: 16)
DIALOG(R) File 16:Gale Group PROMT(R)
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09718199 Supplier Number: 84849470 (USE FORMAT 7 FOR FULLTEXT)
Location, location - Microsoft plots its Web services course with release of MapPoint .Net.
Wittmann, Art
InfoWorld, v24, n15, p35
April 15, 2002
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1188

Location, location - Microsoft plots its Web services course with release of MapPoint .Net.

On April 10, Microsoft announced the availability of its first .Net Web service: **MapPoint .Net** Basic Services 2.0. **MapPoint .Net** is a SOAP (Simple Object Access Protocol)/WSDL (Web Services Description Language) Web service...

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the nearest Holiday Inn. **MapPoint** .Net will be used for just such purposes by Microsoft's own HomeAdvisor and Carpoint...

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From...

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...t have a track record in services and is relying on channel partners for both **sales** and support. **MapPoint** .Net looks like a valuable service and its SOAP support makes it available to a...

...take a wait-and-see approach.

Art Wittmann was formerly editor of Network Computing.

The **MapPoint** .Net development key

MapPoint .Net is not Microsoft's first attempt at providing mapping capabilities to developers. **MapPoint** , the desktop mapping app in Microsoft Office, uses ActiveX to embed maps in applications. In many ways,

MapPoint .Net behaves as would a hosted copy of **MapPoint** , with an important distinction: **MapPoint** 's ActiveX interfaces offer far more functionality than the initial release of **MapPoint** .Net. Packaging **MapPoint** .Net as a Web service frees users from having to run **MapPoint** , or even Windows, to access Microsoft's extensive cartographic database.

Getting started as a **MapPoint** .Net developer requires subscribing

to the service. Microsoft grants customers a 30-day free trial. During the evaluation period, applications can access the full suite of **MapPoint** .Net services, but may only submit a limited number of transactions. Rendered maps (returned as...

...call to the Find, Render, or Route service- - specifies a data source.

For example, the **MapPoint** .NA data source connects apps to location data, street-level maps, and driving routes for the United States and Canada, with highway data for Mexico. **MapPoint** .EU contains similar data for Europe, with some countries (notably Eastern Europe) limited to highway...

...languages.

Each transaction requires authentication, but interestingly, Microsoft has decided not to use Passport. Instead, **MapPoint** .Net authenticates subscribers using the encrypted HTTP Digest method. Microsoft maintains a secure extranet for customers to upload logos and icons , run reports, or change passwords.

Documentation and sample code are available in Microsoft's free **MapPoint** .Net SDK, downloadable from www.microsoft.com/mappoint/net. The SDK is strictly for users of Visual Studio .Net, but **MapPoint** .Net publishes WSDL service descriptions that can be used to automate development in Web services-aware tools from vendors such as IBM and Oracle.

-- Tom Yager
THE BOTTOM LINE
MapPoint . Net

Executive Summary: Microsoft has begun to deliver its .Net vision. Although mapping is an...

6/3,K/7 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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08542148 Supplier Number: 73525405 (USE FORMAT 7 FOR FULLTEXT)
Location-Based Information Can Be Turned Into Business Insight With
Microsoft MapPoint 2002.
PR Newswire, pNA
April 23, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1010

Location-Based Information Can Be Turned Into Business Insight With
Microsoft MapPoint 2002.

... News Release/ -- Microsoft Corp. (Nasdaq: MSFT) today announced
the
release to manufacturing of Microsoft(R) **MapPoint** (R) 2002 North
America,

the latest version of its business-mapping and location-based data visualization software. The company is simultaneously announcing MapPoint 2002 Europe, which will cover most Western European countries and will be available in five...

...prnh/20000822/MSFTLOGO)

In addition to completely updated and expanded map content and demographic data, MapPoint 2002 offers key new features for end users and developers, including greater map customization, territory...

...business decisions, location information is a key component," said Michael Graff, general manager of geography products for Microsoft.

"With MapPoint 2002 up-to-date location and demographic data, our customers can chart, display and analyze...

...and future performance."

Up-to-Date Maps, Location and Demographic Information

Unlike traditional mapping applications, MapPoint 2002 offers users a complete combination of high-quality terrain, political data and roadway maps...

...including Geographic Data Technology, Navigation Technologies and Claritas Inc.

Customized Maps Better Represent Business Information

MapPoint 2002 gives users the ability to customize maps to better represent their business information. A...

...mapping areas. For example, once a territory is created, customers can overlay information such as sales or customer data, so regional or territory performance information can be easily compared and analyzed...

...also be added to maps to highlight multiple demographic or other data variables, and custom icons and pushpins can be displayed on the maps to help communicate locations of customers, retail...

...points of interest.

Greater Application Programmability Yields Custom Solutions

For developers, the new version of MapPoint includes an ActiveX Control, a more comprehensive object model and improved support for COM Add ...

...These enhancements greatly expand the ability of corporate developers or independent software vendors to integrate MapPoint functionality within a

broad range of their business applications and custom solutions. With the rich functionality possible with the ActiveX Control, developers can embed a fully functional MapPoint map within their application and integrate the maps to work with whatever location data that application is using.

"With this release, MapPoint has become a serious spatial information management tool," said David Sonnen, IDC senior consultant for Spatial Technologies. "New features and access to mapping functionality through ActiveX will make MapPoint a good productivity option for a large group of business users."

Integrate Maps Into Everyday Work

The tighter integration of MapPoint 2002 with Office XP enables customers to easily transform geographic data from Office applications --

such as Word and Excel -- into data-rich maps using MapPoint Office Add-Ins and Office XP's Smart Tag technology. Customers can incorporate maps into the work they do every day. Now users can map data -- such as sales figures by region or customer locations -- from Microsoft Excel, Access or the Outlook(R) messaging and collaboration client. They can embed

MapPoint maps into reports, presentations and Web sites using Word, the PowerPoint(R) presentation graphics program...

...tool. They can also add maps to brochures and flyers with Publisher.

Pricing and Availability

MapPoint 2002 North America and Europe will be released to manufacturing on April 23 and will be generally available at the end of May. The product will be available from Microsoft resellers, Microsoft licensing programs and at <http://shop.microsoft.com/> at an estimated retail price of \$249*. Current license holders of MapPoint 2000, MapPoint 2001

or Office XP (any suite) are eligible for a \$50 (U.S.) or \$75 (Canadian)

rebate when they acquire MapPoint 2002. European pricing will be comparable but will vary per currency and is subject to...

...and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

* Reseller prices may vary.

NOTE: Microsoft, MapPoint, ActiveX, Outlook, PowerPoint and FrontPage are either trademarks or registered trademarks of Microsoft in the United States and/or other countries.

The names of actual products and services mentioned herein may be the trademarks of their respective owners.

MAKE YOUR OPINION...

6/3,K/8 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07995423 Supplier Number: 63502605 (USE FORMAT 7 FOR FULLTEXT)
You Are Here ... and Your Clients Are There.(Software
Review) (Evaluation)
Patz, Joel T.
Home Office Computing, v17, n6, p44
June, 1999
Language: English Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Trade
Word Count: 419

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Microsoft **MapPoint** 2000

... space,

CD-ROM drive

Price \$109

Publisher Microsoft Corp., 800-426-9400, www.microsoft.com/mappoint

TO FIND OUT WHERE YOU are, nothing beats a map. Investors can
view
regions of the country in which your sales are growing, for example,
by
spotting green areas on a map; or they can note difficult areas you've
identified in red. Trends are instantly noticeable.

Microsoft **MapPoint** 2000 is business mapping software that lets
you
pinpoint customer or business sites by typing...

...even annotate each location on a map with text such as custom
driving
directions or symbols such as lines and boxes.

The program has some 14 million street-level segments for...

...also provides geographic boundaries for non-U.S. locations.

You'll find numerous options in **MapPoint** 2000. If you're
plotting
populations, for instance, you can specify range sizes (such as...

...Publisher, or PowerPoint; or download it to your Palm OS or Windows
CE
handheld PC.

MapPoint supports four types of maps: shaded area, push-pin,
shaded circles, and graduated circles. Wizards...

...labels. You can also use more than 50 different demographic census-
based
variables to compare sales by, say, income level, gender, or age
group.

MapPoint is for illustrating points on a map. It doesn't provide driving directions between two points; but you can use a highlighting tool to select starting and ending points, and **MapPoint** will color in the route and provide distance in miles or kilometers.

PROS Easy to...

...and plot data

CONS Details only for U.S. locations

RATINGS

HOME OFFICE COMPUTING'S **product** scores are weighted averages of 1-

to 10-point ratings for: Value (30 percent of...

EVENT NAMES: *350 (**Product** standards, safety, & recalls)

TRADE NAMES: Microsoft **MapPoint** 2000 (Map database)

6/3,K/9 (Item 6 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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07738107 Supplier Number: 64151008 (USE FORMAT 7 FOR FULLTEXT)

Navigation and business mapping. (buyer's guide for GIS software and GPS receivers) (Buyers Guide)

Johnson, Dave

Home Office Computing, v18, n8, p65

August, 2000

Language: English Record Type: Fulltext Abstract

Article Type: Buyers Guide

Document Type: Magazine/Journal; Trade

Word Count: 2188

ABSTRACT:

...and its emphasis is focused sharply on generating color-coded thematic

maps The \$249 Microsoft **MapPoint** 2001 offers a well-designed interface

and a slew of useful features. DeLorme Earthmate with...

... divide mapping programs into two categories: geographic information

system (GIS) and global positioning system (GPS) **products** . GIS programs

help you create color-coded maps that visually depict demographic and business data...

...a graphical, geographical analysis.

BusinessMap Pro is the only program here capable of actually designing **sales** territories. We were able to divide cities into a number

of color-coded regions by...

...3D charting module. We used it to create bar charts based on the demographic and **sales** data in the map.

The program specializes in ring studies--bull's-eye charts showing

...

...on plotting business data and household distributions, but overkill for most home-based businesspeople.

Microsoft **MapPoint** 2001
HOC RATING 1 2 3 4 5 6 7 8

Along with the clean Lines and elegant interface of a well-designed

Microsoft Office **product** , **MapPoint** 2001 boasts a slew of useful features, making it the pick of the litter for GIS software.

In some ways, the \$249 **MapPoint** is a cross between BusinessMap Pro and XMap: It offers a powerful Data Mapping Wizard...

...on top representing the average household size.

In addition to typical drawing and annotation tools, **MapPoint** includes a route planner and a GPS navigation mode for taking the program on the...

...contacts and created an optimized route to reach them in just a few easy steps.

MapPoint includes demographic data for 1980, 1990, 1999, and projections for 2004, and can download maps...

...import data from OutLook. Even if it is the most costly GIS software we tested, **MapPoint** 's features and ease of use add up to a great bargain if

you have...StreetFinder and GPS

HOC RATING 1 2 3 4 5

Rand McNally is a mapping **icon** , so we had high expectations for

StreetFinder DeLuxe 2000 and GPS. Unfortunate(y, it's...

...GIS SOFTWARE DeLorme XMap Business Rating: 7

ESRI BusinessMap Pro 2.0 Rating: 6 .

Microsoft **MapPoint** 2001 Rating: 8

GPS PACKAGES DeLorme Earthmate GPS Receiver with Street Atlas

USA

7.0...

...2000 and GPS Rating: 5

TravRoute CoPilot 2000 Rating: 8

RATINGS

HOME OFFICE COMPUTING rates **products** on a scale of 1 to 10-- with few 9's or 10's--based...

...rare standouts in these areas), ease of use, and suitability for home

offices. The ?? and ?? **symbols** indicate pros and cons.

NAVIGATION BY HAND

If you thought folding a map was tricky...

...handheld computer has more than its share of navigation tools, and

two
of the GPS **products** we reviewed have Palm versions. If you have
DeLorme's
Earthmate Road Warrior (\$220), you...

...and a business-traveler Web site that provides hotel searches,
airport
terminal maps, and a **sales** -lead service.

MapBlast (www.mapblast.com) will help business users find a
FedEx
drop-off...and Yahoo! Maps (maps.yahoo.com) are two of the most
popular.

--Eileen Bien Calabro

PRODUCT	LIST PRICE	MANUFACTURER
GIS SOFTWARE		
DELORME XMAP BUSINESS	\$100	DeLorme 800-452-5931 www.delorme.com
ESRI BUSINESSMAP PRO 2.0	\$130	ESRI 800-447-9778 www.esri.com
MICROSOFT MAPPOINT 2001	\$249	Microsoft 800-426-9400 www.microsoft.com
GPS PACKAGES		
DELORME EARTHMATE GPS ...GPS	\$200...	www.randmcnally.com
TRAVROUTE COPILOT 2000	\$399	TravRoute 888-872-8768 www.travroute.com

PRODUCT	MINIMUM REQUIREMENTS
GIS SOFTWARE	
DELORME XMAP BUSINESS	Win 95/g8/NT or Later, 32MB RAM...
...0	Win 95/98/NT, 8MB RAM, 47MB hard disk space, CD-ROM drive
MICROSOFT MAPPOINT 2001	Win 95/98/NT/2000, 20MB RAM, 185MB hard disk space, CD-ROM drive...

EVENT NAMES: *330 (**Product** information)

TRADE NAMES: ESRI BusinessMap Pro 2.0 (Geographic information system);

Microsoft **MapPoint** 2001 (Map database); Rand McNally TripMaker
Deluxe

2000 (Map database); TravRoute Software CoPilot 2000 (GPS...

6/3,K/10 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

07110873 Supplier Number: 59948550 (USE FORMAT 7 FOR FULLTEXT)
Push Your Plans through. (Technology Information) (Tutorial)
Compton, Jason
PC/Computing, p100
April, 2000
Language: English Record Type: Fulltext
Article Type: Tutorial
Document Type: Magazine/Journal; Trade
Word Count: 286

... projections for two and five years out in Excel or in a
database.
Use Microsoft **MapPoint** 2000's Data Mapping wizard to import the data,
and
select the current **sales** figures as the comparison benchmark. Choose
a
livelier color set from the drop-down box...

...mapping software supports your choice of font, just load the Map
Logos
font, check your **symbol** table for the right key sequence for the logo
you
need, and type the logo...
EVENT NAMES: *330 (**Product** information)

6/3,K/11 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2006 The Gale Group. All rts. reserv.

12135027 SUPPLIER NUMBER: 60124447 (USE FORMAT 7 OR 9 FOR FULL
TEXT)
DIVIDE AND CONQUER.
Baker, Kim; Baker, Sunny
Journal of Business Strategy, 20, 5, 16
Sept, 1999
ISSN: 0275-6668 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 4184 LINE COUNT: 00354

... at the University of Tennessee at Knoxville. According to Dr.
Noon,
companies can create transportation, **sales** territory, and supply
chain
optimization models using GIS.
Mapping: The Ascendant Standard
Through mapping software...

...entirely new ways. Mapping enables users to identify future
opportunities and geographic trends for increased **sales** and
profitability.

This type of business mapping, also called market mapping, is by

no
means...

...Web--and this revolutionizes the possibilities of mapping in business.

Both the GIS and analysis **products** employ data from government, commercial, and self-compiled information sources to create the maps. The maps incorporate **symbols**, three-dimensional representations, colors, and charts to display trends, locations, and relationships in business data...

...on speed, data sources, and display options.

For example, Microsoft's entry level mapping program, **MapPoint** 2000, is only \$110 retail and comes with general geographic data for the United States, down to the street address level. **MapPoint** 2000 is a useful starting tool for basic location analysis, especially if you have lots...

...and customer programming capabilities, Tactician's Selling Machine bundle, a powerful mapping system for realigning **sales** territories and related **sales** analysis, runs about \$7,900. It has enough data to cover territories across the United...

...trends.

At the surface level, the dividing line between a full-featured analysis-level mapping **product** and a full-blown GIS is increasingly fuzzy. Today, most precision mapping **products** combine similar display, thematic, and street-level mapping functions. The more expensive **products** allow finer levels of detailed analysis and customization to specific application requirements. They can also...can benefit from mapping applications.

For example, New York-based Avon uses GIS to track **sales** representatives' records and **sales** penetration by country, state, county, city, and even by a specific street. The software produces multicolored maps and grids that show not only where **sales** are already concentrated, but also where Avon needs to beef up recruiting efforts for new...

...reengineering of Avon is designed to generate \$400 million in annual corporate savings and a **sales** growth target of 8% to 10%.

The mapping software also helps Avon see which areas have a preponderance of specific ethnic or other groups and then respond by targeting specific **product** lines to those groups. Even more exciting, managers can click on an **icon** and look at **sales** performance based on the population and ethnicity and conclude that "we're doing well compared
...

...of customers meeting age and income criteria that can be used to develop new banking **products** and promotions for specific market groups. A Buffalo-based financial institution also uses mapping software...
...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major consumer-oriented companies like Coca...and should be an important strategic tool in business.

The recent entry of Microsoft's **MapPoint** 2000 is evidence that mapping is becoming a core business application. When Microsoft embraces a

...

...data, specialized tools that simplify the creation and maintenance of maps, sophisticated analysis capabilities, and **productivity** improvements for mapping and GIS professionals. Autodesk World is a flexible, powerful desktop spatial data...

...is a major provider of marketing information. The company provides data, visualization tools, and consulting **products** to present a wide range of marketing and segmentation databases. Included are the PRIZM segmentation system and the Connect **product** line, which includes the Consumer CLOUT spending estimates from Claritas' diverse databases. Online offerings include...

...is a major name in the 018 industry and developer of the ArcInfo and ArcView **product** lines. ArcInfo is ESRI's premier GIS software. All-relational, open, extensible, and the core of an enterprise GIS solution, ArcInfo is used by corporations for tasks such as planning **sales**

territories, analyzing competition, and routing delivery vehicles. Uses of ArcInfo in governments include land records...

...compilation, GDT excels at bringing together a myriad of data resources to create useable spatial **products** that help companies manage, understand, and analyze the location elements of their businesses. ... information from multiple sources over intranets or the Internet. GeoMedia Web Map is a server **product** that delivers GIS information to clients running Microsoft Windows and an industry-standard Web browser...

...AL 35894-0001

Phone: (256) 730-2000

<http://www.intergraph.com>

MAPINFO AND THE MAPINFO **PRODUCT** LINE

MapInfo Corporation was one of the first companies to develop and market desktop mapping...

...for business applications. Today, the company offers a full suite of enterprise software and data **products** for deployment over corporate intranets and the Internet. MapInfo's software and data **products** are deployed on desktop PCs in custom applications and across the enterprise in client/server and Internet-based applications in multi-platform environments. MapInfo is a global company with **products** and solutions available in 20 languages and a network of strategic partners and distribution channels...

...York 12180

Phone: (518) 285-6000

(800) FASTMAP

<http://www.mapinfo.com>

MICROSOFT'S ENTRY-- **MAPPOINT** 2000

Microsoft **MapPoint** 2000 is a business mapping application designed for Microsoft Office users who want to use...

...builds on Microsoft Expedia Streets 98, but whereas Expedia Streets was designed for consumer users, **MapPoint** 2000 has been developed with business users in mind. Its functionality includes finding virtually any...

...98052-6399

Phone: (425) 882-8080

Fax: (425) 936-7329

<http://www.microsoft.com/office/mappoint/>

PROJECT MARKET DECISIONS, INC.

Project Market Decisions (PMD) provides a diversity of services and **products**, including strategic planning services, project feasibility studies, market analyses, mapping, and detailed demographic data **products**. Web site downloads include complete county and state boundaries for Illinois and a MapInfo format...

...Express, "Find Address," and "Go To," which allow even novice Scan/US users to be **productive** on their first day. It also provides a wide variety of add-on data such...

...SOLUTIONS

Tactician Corporation is the leading developer and supplier of mapping software and data for **sales**, marketing, and business planning.

Its Tactician **product** line consists of micro-marketing applications based on electronic mapping and database techniques. At the...

...performing advanced marketing analyses including regression and gravity modeling; and Selling Machine for improving the **productivity** of **sales**

and service territories. MapScape is Tactician's Internet/Intranet application that provides interactive mapping and...

...DESCRIPTORS: **Products ;**

6/3,K/12 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2006 The Gale Group. All rts. reserv.

11951493 SUPPLIER NUMBER: 61210533 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Linux Lives, Microsoft Maps; A Linux installation without pain, and a Microsoft product that shines. Will wonders never cease? By Russell Kay. (Software Review) (Evaluation)

Kay, Russell

Computerworld, 61(1)

April 3, 2000

DOCUMENT TYPE: Evaluation ISSN: 0010-4841 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 908 LINE COUNT: 00069

Linux Lives, Microsoft Maps; A Linux installation without pain, and a Microsoft product that shines. Will wonders never cease? By Russell Kay. (Software Review) (Evaluation)

...ABSTRACT: can bypass by storing documents and applications in the My

Home folder. Microsoft's new **MapPoint** 2001 mapping program has many powerful database capabilities, integrating tightly with Microsoft Office.

... my documents and applications in the "My Home" folder, which is accessed via a desktop **icon** , just like the Windows "My Documents" folder.

Although I installed Linux into its own Linux...

...now it has supplied a first-rate package that can help us answer it. The

product is **MapPoint** 2001, a mapping program that has a lot of intriguing and powerful database capabilities and...

...information system (GIS), but in some ways it's better and easier to use. With **MapPoint** , you can drag a highlighted area of a spreadsheet --

representing, say, **sales** in various states during a certain period -- and drop it onto a map of the...

...data graphically. You can also use data directly from Access and Outlook.

You can give **MapPoint** 2001 a list of addresses and have it plot the most efficient route to travel...

...COMPANY NAMES: **Products ; ...**

... **Products ; ...**

... **Products** ; ...

... **Products** ; ...

... **Products** ; ...

... **Products**

...DESCRIPTORS: 1**Products**

EVENT CODES/NAMES: 350 **Product** standards, safety, & recalls

...TRADE NAMES: Microsoft **MapPoint** 2001 (Map database...

6/3,K/13 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2006 The Gale Group. All rts. reserv.

11418786 SUPPLIER NUMBER: 55878376 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Divide and Conquer. (mapping/geographic information systems software) (Statistical Data Included)

Baker, Sunny; Baker, Kim

Journal of Business Strategy, ITEM9927000D

Sept, 1999

DOCUMENT TYPE: Statistical Data Included ISSN: 0275-6668

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2536 LINE COUNT: 00211

... at the University of Tennessee at Knoxville. According to Dr. Noon, companies can create transportation, **sales** territory, and supply chain optimization models using GIS.

Mapping: The Ascendant Standard

Through mapping software...

...entirely new ways. Mapping enables users to identify future opportunities and geographic trends for increased **sales** and profitability.

This type of business mapping, also called market mapping, is by no means...

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...

...of customers meeting age and income criteria that can be used to develop new banking **products** and promotions for specific market groups. A Buffalo-based financial institution also uses mapping software...
...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major consumer-oriented companies like Coca...and should be an important strategic tool in business.

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...

...COMPANY NAMES: **Products** ; ...

... **Products** ; ...

... **Products**

...DESCRIPTORS: **Products** ; ...

... **Products**

TRADE NAMES: Microsoft **MapPoint** 2000 (Map database...

6/3,K/14 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

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04156407 Supplier Number: 132321286 (USE FORMAT 7 FOR FULLTEXT)
Microsoft Streets & Trips 2003 Expands Coverage, Adds Tools for Fun, Fast

and Accurate Road Travel and Trip Planning.

PR Newswire, pNA

Oct 16, 2002

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1031

... R) Streets & Trips 2003 mapping software, the latest version of the

No. 1-selling* travel **product** for three years running. Microsoft's mapping solution continues to raise the bar on ease...

...www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO)

Streets and Trips 2003, based on Microsoft **MapPoint** (R) technology, offers travelers pinpoint accuracy for planning a trip, locating an address or calculating...

...Streets & Trips has been popular from the beginning," said Michael Graff, general manager of the **MapPoint** Business Unit at Microsoft.

"By providing intuitive access to comprehensive and reliable map data, Streets

...

...based application, it offers the same familiar style of interface and

consistent drawing tools as **products** in the Microsoft Office suite. Streets & Trips also caters to users' individual travel needs by...

...technology make common tasks easier to complete.

New personalization features in Streets & Trips include an **icon** function that lets users add custom bitmap images to a map. Travelers also have a choice of more than 300 pushpin **symbols** for customizing maps to their liking.

Maps produced in Streets & Trips can be printed, downloaded...

...Without the Benefit of the Internet

Online mapping tools, including Microsoft's own MSN(R) **MapPoint**

Web portal, are good resources for some travel purposes, but Streets & Trips offers the advantage...

...and Internet technologies for personal and business computing. The company offers a wide range of **products** and services designed to empower

people through great software -- any time, any place and on any device.

* Source: NPDTechworld(SM), March 1999-June 2002. Based on total U.S. retail **sales** .

** Reseller prices may vary.

NOTE: Microsoft, **MapPoint** , Windows and MSN are trademarks or registered trademarks of Microsoft Corp. in the United States and/or other

countries. The names of actual companies and **products** mentioned herein

may be the trademarks of their respective owners.

Microsoft Project 2003 virtual press...

6/3,K/15 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2006 The Gale Group. All rts. reserv.

02478719 Supplier Number: 24873313 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Map Point 2002 Here Comes Microsoft!

(Microsoft's new consumer business mapping program debuts)

Geospatial Solutions, v 11, n 6, p 18

June 2001

DOCUMENT TYPE: Journal ISSN: 1529-7403 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 241

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

Microsoft (www.microsoft. com) announced the release of Microsoft **MapPoint**

2002 North America, the third version of its consumer/business mapping

program. The company simultaneously rolled out **MapPoint** 2002 Europe, which is available in five European languages. Both **products** are aimed

at the average business person and feature functionality familiar to Microsoft Office users. To see a map showing **sales** of multiple **products**

by ZIP code, for instance, customers Simply drag and drop their data onto

the map. The **product** 's data mapping wizard then guides the user through

the process step-by-step.

...North America and 4.8 million kilometers in Europe.

For developers, the new version of **MapPoint** includes an ActiveX Control,

a more comprehensive object model, and improved support for addins.

This enables developers to embed fully functional **MapPoint** data into their applications. End users will be able to put maps into other Microsoft **products** , including Word, Excel, and Outlook.

The 2002 version supports GPS data for waypoints, territory management, and drivetime analysis. Users can create custom **symbols** from bitmaps, **icons** , and cursors and can locate pie and bar charts on maps.

-- SB

CONCEPT TERMS: All **product** and service information...

... **Product** introduction

6/3,K/16 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

24625600 (USE FORMAT 7 OR 9 FOR FULLTEXT)
INSIGNIA: Insignia announces availability of Java enabling technology for

Microsoft Windows for Smartphone; Insignia Mobile Foundation provides

Java 2, Micro Edition (J2ME) support for wireless carriers using

forthcoming Microsoft Windows for Smartphone

M2 PRESSWIRE

August 27, 2002

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1151

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... J2ME) capabilities that can be leveraged by wireless carriers worldwide. This is the first Insignia **product** for a Windows Powered platform since the announcement of an Insignia and Microsoft strategic alliance...

... or use MSN Messenger Service to chat with friends. The Smartphone

2002 makes work more **productive** and personal life more fun.

Insignia's software enables wireless operators to deploy and sell...

... the new generation of Microsoft .NET services, such as the mapping and driving information service **MapPoint** .NET, giving users the most comprehensive mobile services experience in the marketplace.

"We have been...

... Fujitsu, NEC, Toshiba, Motorola and Siemens AG. Insignia Solutions is traded on NASDAQ under the **symbol** INSG. The company is headquartered in Fremont, California with R&D and European operations based...

...United Kingdom, and its Asian HQ in Japan.

For additional information about Insignia or its **products** please visit <http://www.insignia.com>.

Note to Editors:

Insignia, Insignia Solutions, the Insignia Solutions...

... to satisfy Insignia Solutions' liquidity requirements; risk as related to market acceptance of Insignia Solutions' **products** ; impact of long and lengthening **sales** and implementation cycles for Insignia Solutions' **products** ; satisfaction levels of customers regarding the implementation and performance of Insignia Solutions' **products** ; reliance by Insignia Solutions on a limited number of customers for a majority of revenue...

... and maintain qualified executives and other personnel and motivate employees; Insignia Solutions' use in its **products** of third-party software; activities by Insignia Solutions and others regarding protection of intellectual property; and release of competitive **products** and other actions by competitors. Further details on these risks are set forth in Insignia...

6/3,K/17 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

16321429 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MICROSOFT: MapPoint 2002 opens up a world of possibilities

M2 PRESSWIRE

April 24, 2001

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1547

(USE FORMAT 7 OR 9 FOR FULLTEXT)

MICROSOFT: MapPoint 2002 opens up a world of possibilities

Microsoft today announced the release to manufacturing of MapPoint 2002, a new version of the business mapping application that combines

powerful mapping and analysis tools with the simplicity of Microsoft Office. **MapPoint** enables users to visually analyse and communicate business information using maps. In a conversation with PressPass UK, Zena Girdler, product -marketing manager for **MapPoint** at Microsoft, discusses how **MapPoint** 2002 helps businesses visualise data using geographic information.

PressPass: How can businesses make use of geographic information using **MapPoint** 2002?

... graph. Rarely is this information analysed in its most logical format - on a map. With **MapPoint** , businesses have the ability to visualise their information in a new way and get a...

...competition and their customers. By understanding the location component of common business data, such as **sales** or customer lists, they can make more informed decisions. This viewpoint also helps to identify...

...successful?

Girdler: Some excellent examples of geographical data that are useful to any business include **sales** data, competitor locations, customer lists and service records. Using **MapPoint** , a business can identify whether geographic or demographic variables may be affecting **sales** of a particular **product** .

They can examine whether their business could become more efficient by reassigning **sales** or delivery territories. They can investigate whether the location of competitors could be influencing the **sales** performance of a particular location. Or they can analyse different areas to determine whether they appear to be good prospects for expanding the business.

MapPoint can also be extremely valuable in day-to-day business operations.

For example, a business...

...a short drive of a hotel where she is planning to hold a meeting. With **MapPoint** 2002, she can use the new "Drivetime Zones" feature around that facility, then select all...

... Zones feature is also useful in planning delivery routes or customer

visits.

PressPass: What differentiates **MapPoint** from other business mapping tools?

Girdler: **MapPoint** is unique because it comes with all of the data and tools customers need to...

... creates and licenses the highest quality spatial and demographic data available, whereas many other mapping **products** require users to purchase additional data sets to perform certain functions.

MapPoint 2002 has vastly simplified some functions that have traditionally been complex and made them more accessible to the average business user. For example, to see a map showing **sales** of multiple **products** by ZIP code, **MapPoint** customers can simply drag and drop their data onto the map.

MapPoint 's data-mapping wizard will guide them through the process, step by step. There are...
...are familiar with any Microsoft Office application, they can immediately get up and running with **MapPoint** .

PressPass: How have the customisation capabilities of **MapPoint** been improved?

Girdler: First, new data-mapping features such as pie charts, series charts and column charts, as well as multiple pushpin **symbols** , have been added to increase users' ability to customise the way their maps are displayed.

Custom pushpin **symbols** are now offered so users can put their company's logo into their maps, or any other **symbol** they want to create, in addition to the dozens of **symbols** already included in the **product** .
To many, this may seem like a minute detail, but the ability to add a...

...alone makes a map more personal, and it seems to be resonating very well with **MapPoint** users.

PressPass: What does support for Microsoft ActiveX, Microsoft Visual Basic and COM mean for businesses rolling out **MapPoint** ?

Girdler: It gives software developers the ability to access **MapPoint** functionality programmatically, so they can start integrating customised

maps and location intelligence into their own solutions or line-of-business applications. MapPoint can now be built into an independent software vendor's application or into an organisation...

...include mapping within the context of their existing solutions.

PressPass: How has the content in MapPoint 2002 been improved?

Girdler: We're constantly working to ensure that our content is up...

... Claritas and CompuSearch. Plus, we've added more points of interest, so

when customers launch MapPoint 2002 they will be able to locate

restaurants, airport information, gas stations, ATMs, hotels, hospitals...

... level coverage and data in more areas. We also provide a Web search

capability in MapPoint that works with MSN to search the Internet for

related links for any place a customer clicks on the map.

PressPass: How will MapPoint 2002 work with Office XP?

Girdler: We've always done a great job of sharing information to and

from Office applications, and MapPoint 2002's Office XP integration goes

even further. In Excel, for example, customers can highlight a table of

numbers and click the MapPoint button on the toolbar. If there is a

geographic variable within the spreadsheet, MapPoint will embed a map and

launch the data-mapping wizard to give them a view...

... of geographic data such as a state, city name or address in Word or

Excel, MapPoint can automatically look up that location or address.

Customers can also export selected information into... in Excel, or

embedding maps into Microsoft Word documents or Microsoft PowerPoint

presentations.

PressPass: Will MapPoint 2002 be packaged with Office?

Girdler: No, MapPoint is available only as a standalone application.

However, MapPoint is part of the Microsoft Office family of

applications.

This means that MapPoint 2002 looks and behaves like Office and can

easily share data with Office applications.

PressPass: How does MapPoint 2002 fit into Microsoft '.NET'?

Girdler: We are exploring several exciting opportunities for using

Microsoft...

...a few of the things we'll be working on for future releases.

Right now, MapPoint gives customers the ability to connect to the Internet and download the most current road...

... so driving directions include warnings and notices for areas with planned construction activity. And with MapPoint 2002, customers can communicate their information via the Web using the enhanced "Save as Web Page" feature.

Web pages saved from MapPoint 2002 can include hyperlinks to other maps, Web pages or files, and users can set their MapPoint Web pages to update each time the underlying MapPoint file is saved so the maps on the Web page always show the latest data.

PressPass: Will MapPoint eventually become a Web-based service?

Girdler: This is something we are looking at quite...

... and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on...

...DESCRIPTORS: New Products & Services...

6/3,K/18 (Item 1 from file: 610)

DIALOG(R) File 610:Business Wire

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00767313 20020827239B4259 (USE FORMAT 7 FOR FULLTEXT)

Insignia Announces Availability of Java-Enabling Technology for Microsoft

Windows for Smartphone-Insignia Mobile Foundation Provides Java 2, Micro

Edition (J2ME) Support for Wireless Carriers Using Forthcoming Microsoft

Windows for Smartphone

Business Wire

Tuesday, August 27, 2002 06:30 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,139

TEXT:

...TM)) capabilities that can be leveraged by wireless carriers worldwide. This is the first Insignia **product** for a Windows

Powered platform since the announcement of an Insignia and Microsoft strategic

alliance...

...or use MSN Messenger Service to chat with friends. The Smartphone 2002 makes work more **productive** and personal life more fun. ...the new generation of Microsoft .NET services, such as the mapping and driving information service **MapPoint .NET**, giving users the most comprehensive mobile services experience in the marketplace.

"We have been...

...Fujitsu, NEC, Toshiba, Motorola and Siemens AG. Insignia Solutions is traded on NASDAQ under the **symbol** INSG. The company is headquartered in Fremont, California with R&D and European operations based...

...United Kingdom, and its Asian HQ in Japan. For additional information about Insignia or its **products** please visit <http://www.insignia.com>.

Forward-Looking Statements

The statements in this press release...

...to satisfy Insignia Solutions' liquidity requirements; risk as related to market acceptance of Insignia Solutions' **products** ; impact of long and lengthening **sales** and implementation cycles for Insignia Solutions' **products** ; satisfaction levels of customers regarding the implementation and performance of Insignia Solutions' **products** ; reliance by Insignia Solutions on a limited number of customers for a majority of revenue...

...and maintain qualified executives and other personnel and motivate employees; Insignia Solutions' use in its **products** of third-party software; activities by Insignia Solutions and others regarding protection of intellectual property; and release of competitive **products** and other actions by competitors. Further details on these risks are set forth in Insignia...

...EVENT NAMES: NEW **PRODUCT** DEVELOPMENT...

... **PRODUCTIVITY** ;

6/3,K/19 (Item 1 from file: 613)
DIALOG(R)File 613:PR Newswire
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00557428 20010423HSNATL1B (USE FORMAT 7 FOR FULLTEXT)
PR Newswire National Summary, Monday, April 23, 2001 8 to 10 A.M. EDT
PR Newswire
Monday, April 23, 2001 11:03 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 6,707

TEXT:

...01 r f bc-SC-IBSS-Personnel
(COLUMBIA) IBSS Appoints Lee Dunston as Director of **Sales**

...08:03 r f bc-CA-Terayon-Video
(SANTA CLARA) Terayon Introduces New Integrated Receiver
Product to Digital Video Market

CGM018 04/23/2001 08:03 r f bc-IL-Main...f bc-CA-ViaFone-OneBridge
(REDWOOD CITY) ViaFone Announces Newest Version of Software to
Mobilize
Sales , Service And Supply Chain Functions - ViaFone OneBridge 1.1

SFM018 04/23/2001 08:06...04/23/2001 08:15 r f bc-CO-Chaparral-
Aweida
(LONGMONT) Chaparral Adds Storage **Icon** Jesse Aweida to Its Board
of
Directors

LAM079 04/23/2001 08:15 r f bc-NV-Helios-MediaWrite
(LAS VEGAS) Helios Announces MediaWrite(TM) Software; New **Product**
to
Manage Data Content and Guarantee Simultaneous Distribution

NYM026 04/23/2001 08:15 r...

...04/23/2001 08:30 r f bc-TX-Centex-Const-earn
(DALLAS) Centex Construction **Products** Reports Fourth Quarter and
Fiscal 2001 Results And Conference Call

LAM015 04/23/2001 08...Begins High-Volume Drive Shipments To
Nation's
Largest Provider of Satellite TV Hard Disk **Products**

LAM069 04/23/2001 08:57 r f bc-CA-Maxtor-NSM-Geode
(MILPITAS) New...

...09:00 r f bc-PA-GNC-Quality
(PITTSBURGH) GNC Guarantees Quality of its Proprietary **Products**
NYM034 04/23/2001 09:00 r f bc-TX-Empyrean-Tech-Name
(HOUSTON) Empyrean...00 r f bc-CA-Pinnacle-Bexel

(MOUNTAIN VIEW) Bexel Begins Offering Pinnacle Systems Broadcast
Products

CGM001 04/23/2001 09:01 r f bc-IL-Proton-Energy
(HANNOVER) Proton Energy...

...2001 09:03 r f bc-NV-Windows-Media-Vid
(LAS VEGAS) Leading Professional Video **Production** Vendors
Announce Windows Media Video Support at NAB 2001

ATM009 04/23/2001 09:04...

...and Initiatives at NAB

PHM025 04/23/2001 09:04 r f bc-PA-Air- **Products** -plant
(LEHIGH VALLEY) Air **Products** Investing in Second WF6 Plant to
Meet
Production Needs Of Contracted Electronics Customers

SFM013 04/23/2001 09:04 r f bc-CA...
...LAM097 04/23/2001 09:05 r f bc-Bulldog-Two.Seven
(TORONTO) Optimized Media **Production** Tools Drive Release of
Bulldog
Two.Seven

PHM004 04/23/2001 09:05 r a...Agreement With Welborn Clinic

SFM026 04/23/2001 09:14 r f bc-WA-Microsoft- **MapPoint**
(REDMOND) Location-Based Information Can Be Turned Into Business
Insight With Microsoft **MapPoint** 2002

CGM014 04/23/2001 09:15 r f bc-MI-Dental-Dilemma-Day
(DETROIT...f bc-CA-Sci-Learn-exec
(OAKLAND) Scientific Learning Names New Executive to Head School
Sales

NEM029 04/23/2001 09:27 r f bc-MA-Andover-earnings
(ANDOVER) Andover Bancorp...

...09:35 r f bc-NE-Panasonic-NAB-show
(LAS VEGAS) Panasonic Showcases DTV Consumer **Products** at NAB Show

LAM123 04/23/2001 09:40 r f bc-CA-SANZ-ESRI...
...2001 09:45 r f bc-FL-soluXions-Inc.

(MIAMI) soluXions Introduces New IT Consulting **Product** and
Service Targeted at Franchise Owners

SFM023 04/23/2001 09:45 r f bc...SmarTeam-Access
(BEVERLY) SmarTeam and Access Commerce Join Forces to Deliver
Customized,
Build-to-Order **Product** Configuration Capabilities to
Manufacturers

NYM069 04/23/2001 09:53 r f bc-ECTel-Latin...

...COMPANY NAMES: Introduces New IT Consulting **Product** ;

6/3,K/20 (Item 2 from file: 613)

DIALOG(R)File 613:PR Newswire

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00100643 19990503HSNATL1 (USE FORMAT 7 FOR FULLTEXT)

PR Newswire National Summary, Monday, May 3, to 10 A.M. EDT

PR Newswire

Monday, May 3, 1999 10:31 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 8,324

...WASHINGTON) NTIS Now Sells Army Manuals and Publications for a Wide
Range

of Military Surplus **Items**

DCMFNS2 05/03/1999 05:20 r l bc-VA-Amer-Chiro-Assoc

(ARLINGTON) 'Correct...

...05/03/1999 06:00 r f bc-CT-eUniverse-ticker

(WALLINGFORD) eUniverse.com Ticker **Symbol** Change and Corporate
Name

Change

LAM032 05/03/1999 06:00 r f bc-CO...1999 06:01 r f

bc-GA-Avado-Brands-erns

(MADISON) AVADO BRANDS' Core Brand **Sales** Increase 26 Percent and
Operating Margins Expand for First Quarter

CHM003 05/03/1999 06...

...1999 06:58 r f bc-TX-Motive-Comm-Duet

(AUSTIN) Motive Duet Named Software **Product** of the Year by
Technical

Business Network

HSM099 05/03/1999 06:58 r f...

...1999 07:00 r f bc-MN-Buca-Earnings

(MINNEAPOLIS) Buca, Inc. Reports 101 Percent **Sales** Gain In First
Quarter

SFM031 05/03/1999 07:00 r f bc-CA-Affymetrix...

...05/03/1999 07:01 r f bc-MI-Wurzler-E-Commerce

(OKEMOS) New Internet **Product** Offering Protection from the Risks
of
E-

Commerce: WiSP(TM)

DCM002 05/03/1999 07...07:59 r f bc-VA-Net2000-Morison

(HERNDON) Net2000 Communications Appoints Andrew Morison Branch
Sales

Director of New Boston Office

DEM002 05/03/1999 07:59 r f bc-MI...BlueGill Technologies Selected

by

Xerox as the Foundation

for its New E-Commerce/Internet Presentment **Product** Offering

CGM018 05/03/1999 08:00 r f bc-IL-First-Health-earn
(DOWNERS...

...05/03/1999 08:00 r f bc-GA-ABP-acqui-Tekkote
(ATLANTA) American Business **Products** Completes Acquisition
of Tekkote Corporation

LAM006 05/03/1999 08:00 r f bc-NV...

...08:01 r f bc-OR-Rentrak-Paramount
(PORTLAND) Rentrak to Offer Paramount Home Video **Products**

HSM017 05/03/1999 08:01 r f bc-NY-Infinity-Broad-acq
(NEW YORK...

...Crd
(FREMONT) SMART Modular Technologies, Inc. Introduces the Mini
PCI Card to Its I/O **Product** Family

SFM007 05/03/1999 08:01 r f bc-CA-Symantec-VslCafe
(CUPERTINO) Symantec...

...SANTA CLARA) Network Associates Sweeps Secure Computing Prestigious
Academy Awards With CyberCop, PGP and VirusScan **Product** Wins

SFM071 05/03/1999 08:01 r f bc-OR-Corillian-Battery
(BEAVERTON) Corillian...08:03 r f bc-MA-PCD-earnings
(PEABODY) PCD Inc. Announces First Quarter 1999 **Sales** and
Earnings

NEM014 05/03/1999 08:03 r f bc-MA-Bowstreet-Internet
(PORTSMOUTH...

...08:03 r f bc-NH-Bowstreet-Business
(PORTSMOUTH) Bowstreet Breaks eBusiness Bottleneck: Moving

Complex **Sales** & Distribution to The Web
CLM001 05/03/1999 08:04 r n bc-OH-RTA...

...r f bc-VA-PC-Data-Game-Boy
(RESTON) Game Boy Color Impacts First Quarter **Sales**

FLM002 05/03/1999 08:04 r f bc-FL-Stratcomm-CUSIP
(WINTER PARK) Stratcomm...r f bc-TX-Neon-Systems-prdct
(SUGAR LAND) NEON Systems Announces Single Sign-On **Product** for
Windows NT and OS/390-MVS Environments

HSM024 05/03/1999 08:30 r...s First Cursor Advertising Campaign

HSM005 05/03/1999 08:31 r f bc-OptiSystems- **symbol**
(OR YEHUDA) OptiSystems Solutions Announces Stock **Symbol** Change
to
'OPTL'

LAM015 05/03/1999 08:31 r f bc-CO-ACT-opens...

...08:50 r f bc-CA-ELSA-RetailVision
 (SANTA CLARA) ELSA 3D Revelator Wins 'Best **Product** Accessory'
 Award
 at
 RetailVision Spring '99

SFM066 05/03/1999 08:50 r f bc...
 ...Paul-Lewis-Gist
 Online Advertising Pioneer Paul Lewis Joins Gist Communications
 As Vice President, Advertising **Sales**

HSM060 05/03/1999 08:58 r f bc-DC-ALTS-Nashville
 (NASHVILLE) ALTS '99...09:02 r f bc-MA-Eaton-Vance-funds
 (BOSTON) Eaton Vance Corp. Resumes Amortizing **Sales**
 Commissions for Its Interval Funds

CGM002 05/03/1999 09:03 r f bc-IL...

...09:03 r f bc-CA-AIMS-Lab
 (FREMONT) AIMS Lab Announces Discovery of Bootlegged **Product** in
 Europe

CGM028 05/03/1999 09:03 r f bc-IL-Tellabs-networking
 (LISLE)...Market's Transact Software

SFM033 05/03/1999 09:04 r v bc-WA-MSFT- **MapPoint** -2000
 (SAN FRANCISCO) Microsoft **MapPoint** 2000 Trial Version Available
 Now

SFM040 05/03/1999 09:04 r f bc-CA...
 ...26 r f bc-PA-Air-Prod-freezer
 (LEHIGH VALLEY) Food Freezing Breakthrough by Air **Products**
 Leads to Dramatic New Freezer Design

HSM116 05/03/1999 09:27 r f bc...

...Burger Asks: Y2Soy? And Provides The Answer With The
 Introduction of Three Great-Tasting New **Products**

CGM021 05/03/1999 09:30 r f bc-IL-Illinova-acquires
 (OAK BROOK) Illinova...03/1999 09:52 r f bc-TX-Cooper-Indus-acq
 (HOUSTON) Cooper Acquires Electrical **Products** Manufacturer
 Capri-Codec
 S.A.

DCM022 05/03/1999 09:53 r f bc-VA...

...COMPANY NAMES: AIR **PRODUCTS** AND CHEMICALS INC...

...AIR **PRODUCTS** PLC...

...EVENT NAMES: MANUFACTURING AND **PRODUCTION** ;

04966670 Supplier Number: 73590633 (USE FORMAT 7 FOR FULLTEXT)
MapPoint 2002 opens up a world of possibilities.
M2 Presswire, pNA
April 24, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1664

(USE FORMAT 7 FOR FULLTEXT)
MapPoint 2002 opens up a world of possibilities.
TEXT:
M2 PRESSWIRE-24 April 2001-MICROSOFT: MapPoint 2002 opens up a world
of
possibilities (C)1994-2001 M2 COMMUNICATIONS LTD
RDATE:24042001
Microsoft today announced the release to manufacturing of
MapPoint
2002, a new version of the business mapping application that combines
powerful mapping and analysis tools with the simplicity of Microsoft
Office. **MapPoint** enables users to visually analyse and communicate
business information using maps. In a conversation with PressPass UK,
Zena
Girdler, **product** -marketing manager for **MapPoint** at Microsoft,
discusses how **MapPoint** 2002 helps businesses visualise data using
geographic information.
PressPass: How can businesses make use of geographic information
using **MapPoint** 2002?
Girdler: Much of the information stored in company databases
today
has some sort of...graph. Rarely is this information analysed in its
most
logical format - on a map. With **MapPoint** , businesses have the
ability to
visualise their information in a new way and get a...

...competition and their customers. By understanding the location
component of common business data, such as **sales** or customer lists,
they
can make more informed decisions. This viewpoint also helps to
identify...
successful?
Girdler: Some excellent examples of geographical data that are
useful to any business include **sales** data, competitor locations,
customer lists and service records. Using **MapPoint** , a business can
identify whether geographic or demographic variables may be affecting
sales of a particular **product** .
They can examine whether their business could become more
efficient
by reassigning **sales** or delivery territories. They can investigate
whether the location of competitors could be influencing the **sales**
performance of a particular location. Or they can analyse ...different
areas to determine whether they appear to be good prospects for
expanding
the business.
MapPoint can also be extremely valuable in day-to-day business
operations.

For example, a business...

...a short drive of a hotel where she is planning to hold a meeting.
With

MapPoint 2002, she can use the new "Drivetime Zones" feature around that

facility, then select all...Zones feature is also useful in planning delivery routes or customer visits.

PressPass: What differentiates **MapPoint** from other business mapping tools?

Girdler: **MapPoint** is unique because it comes with all of the data

and tools customers need to...

...creates and licenses the highest quality spatial and demographic data

available, whereas many other mapping **products** require users to purchase

additional data sets to perform certain functions.

MapPoint 2002 has vastly simplified some functions that have traditionally been complex and made them more accessible to the average business user. For example, to see a map showing **sales** of multiple **products** by ZIP code, **MapPoint** customers can simply drag and drop their

data onto the map.

MapPoint 's data-mapping wizard will guide them through the process, step by step. There are...

...are familiar with any Microsoft Office application, they can immediately get up and running with **MapPoint** .

PressPass: How have the customisation capabilities of **MapPoint** been improved?

Girdler: First, new data-mapping features such as pie charts, series charts and column charts, as well as multiple pushpin **symbols** , have been

...added to increase users' ability to customise the way their maps are displayed.

Custom pushpin **symbols** are now offered so users can put their company's logo into their maps, or any other **symbol** they want to create,

in addition to the dozens of **symbols** already included in the **product** .

To many, this may seem like a minute detail, but the ability to add a...

...alone makes a map more personal, and it seems to be resonating very well with **MapPoint** users.

...does support for Microsoft ActiveX, Microsoft Visual Basic and

COM mean for businesses rolling out **MapPoint** ?

Girdler: It gives software developers the ability to access **MapPoint** functionality programmatically, so they can start integrating customised maps and location intelligence into their own solutions or line-of-business applications. **MapPoint** can now be built into an independent software vendor's application or into an organisation...

...include mapping within the context of their existing solutions.

PressPass: How has the content in **MapPoint** 2002 been improved?

Girdler: We'...Claritas and CompuSearch. Plus, we've added more points of interest, so when customers launch **MapPoint** 2002 they will be

able to locate restaurants, airport information, gas stations, ATMs, hotels, hospitals...level coverage and data in more areas. We also provide a Web search capability in **MapPoint** that works with MSN to search the Internet for related links for any place a customer clicks on the map.

PressPass: How will **MapPoint** 2002 work with Office XP?

Girdler: We've always done a great job of sharing information to and from Office applications, and **MapPoint** 2002's Office XP integration goes even further. In Excel, for example, customers can highlight a table of numbers and click the **MapPoint** button on the toolbar. If there is a geographic variable within the spreadsheet, **MapPoint** will embed a map and launch the data-mapping wizard to give them a view...

...of geographic data such as a state, city name or address in Word or Excel, **MapPoint** can automatically look up that location or address. Customers can also export selected information into...in Excel, or embedding maps into Microsoft Word documents or Microsoft PowerPoint presentations.

PressPass: Will **MapPoint** 2002 be packaged with Office?

Girdler: No, **MapPoint** is available only as a standalone application.

However, **MapPoint** is part of the Microsoft Office family of applications.

This means that **MapPoint** 2002 looks and behaves like Office and can easily share data with Office applications.

PressPass: How does **MapPoint** 2002 fit into Microsoft '.NET'?

Girdler: We are exploring several exciting opportunities for using Microsoft...a few of the things we'll be working on for future releases.

Right now, **MapPoint** gives customers the ability to connect to the Internet and download the most current road...

...so driving directions include warnings and notices for areas with planned construction activity. And with **MapPoint** 2002, customers can communicate their information via the Web using the enhanced "Save as Web Page" feature.

Web pages saved from **MapPoint** 2002 can include hyperlinks to other maps, Web pages or files, and users can set their **MapPoint** Web pages to update each time the underlying **MapPoint** file is saved so the maps on the Web page always show the latest data.

PressPass: Will **MapPoint** eventually become a Web-based service?

Girdler: This is something we are looking at quite...and Internet technologies for personal and business computing. The company offers a wide range of **products** and services designed to empower people through great software -- any time, any place and on

6/3,K/22 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
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1369924 HSCPR
PR Newswire High Technology Summary Tuesday, Nov. 3, 1998

DATE: November 3, 1998 16:29 EST WORD COUNT: 2,325

...08:31 r f bc-WA-Go2Net-personnel

(SEATTLE) Go2Net Appoints Ellen McManus as National **Sales** Director

NETU013 11/03/1998 08:47 r f bc-MA-Vinca-Corp-GigaNet

(CONCORD...

...Solution From Edify Corp.

SFTU039 11/03/1998 09:00 r f bc-WA-Microsoft- **MapPoint**

(REDMOND) Microsoft **MapPoint** 2000 Delivers New Mapping and Analysis

Program

SFTU043 11/03/1998 09:00 r f bc-WA-Visio-Corp-pdt

(SEATTLE) Future Visio **Products** to Utilize AnswerWorks Help Technology

NETU003 11/03/1998 09:01 r f bc-CA...09:28 r f bc-CA-BROCADE-Communicat

(SAN JOSE) BROCADE Silkworm Wins 1998 Outstanding **Product** Award

ATTU005 11/03/1998 09:29 r e bc-Total-E-Tony-Bennett

(NEW...

...r f bc-Millennium-license

(BIRMINGHAM) Official Web Site of the New Millennium to License **Symbol** to

Municipalities And Companies Worldwide

ATTU02 11/03/1998 10:01 r f bc-GA...bc-VA-Cycomm-Intl-earns
(MCLEAN) Cycomm International Reports Third-Quarter Results;
Company

Achieves Record **Sales** Growth

NETU032 11/03/1998 14:31 r f bc-CT-Durel-Court-Ruling

(ROGERS...

?

? b 15

21jun06 16:41:10 User268077 Session D334.1
\$0.00 0.211 DialUnits FileHomeBase
\$0.00 Estimated cost FileHomeBase
\$0.05 TELNET
\$0.05 Estimated cost this search
\$0.05 Estimated total session cost 0.211 DialUnits

File 15:ABI/Inform(R) 1971-2006/Jun 21
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02348990 114485858

Location, location

Wittmann, Art

InfoWorld v24n15 PP: 35-36 Apr 15, 2002 CODEN: INWODU ISSN: 0199-6649

JRNL CODE: IFW

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext
LENGTH: 2 Pages

SPECIAL FEATURE: Illustration

WORD COUNT: 801

COMPANY NAMES:

Microsoft Corp (NAICS:334611; 511210)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Computer service industry; Application service providers;
Software

CLASSIFICATION CODES: 9190 (CN=United States); 8330 (CN=Broadcasting &
telecommunications); 5240 (CN=Software & systems)

PRINT MEDIA ID: 17765

ABSTRACT: Microsoft's PR machinery is in overdrive lately, promoting the company's vision of Internet-enabled applications. However, the long-promised suite of hosted Web services, codenamed Hailstorm and later dubbed .Net My Services, has yet to see daylight beyond specs and press releases. Microsoft announced the availability of its first .Net Web service: MapPoint .Net Basic Services 2.0. MapPoint .Net is a SOAP (Simple Object Access Protocol)/WSDL (Web Services Description Language) Web service, hosted by Microsoft, that extends location-sensitive mapping capabilities to Internet-connected applications and devices.

TEXT: Microsoft plots its Web services course with release of MapPoint .Net

MICROSOFT'S PR MACHINERY is in overdrive lately, promoting the company's vision of Internet-enabled applications. Recent weeks have seen the rollout of Visual Studio Net, Microsoft's crosslanguage development platform, and the Net Framework for enterprise applications. However, the long-promised (and, by some, long-dreaded) suite of hosted Web services, codenamed Hailstorm and later dubbed Net My Services, has yet to see daylight beyond specs and press releases.

On April 10, Microsoft announced the availability of its first Net Web service: MapPoint Net Basic Services 2.0. MapPoint .Net is a SOAP (Simple Object Access Protocol)/WSDL (Web Services Description Language) Web service, hosted by Microsoft, that extends location-sensitive mapping capabilities to Internet-connected applications and devices. Debuting as an extension of Microsoft sites and applications as well as a publicly available fee-based Web service, MapPoint Net promises reliable mapping data that is regularly updated.

Eventually you will be able to tell MapPoint .Net where you are, and it will kick back the latest information including road construction and even traffic conditions. Initially, the service is limited to maps, driving routes, and commercial and public points of interest.

MapPoint .Net is an excellent proving ground for .Net. Tracking all the changes in the world's roadways is well beyond the means of all but the largest and most dedicated companies. Even Federal Express and UPS might prefer to subscribe to this service than attempt to duplicate such a massively complex undertaking. So the question isn't whether MapPoint .Net is a useful service, but rather, whether you should trust Microsoft to provide such a critical piece of functionality.

In a nutshell, MapPoint .Net is a collection of Web services functions that delivers to developers the ability to add location specificity and awareness to custom Web applications. A sales force automation app could call into MapPoint Net to retrieve complete driving directions to customer sites. A point-of-sale application could locate all the stock of a specified item within a given geographic region. A user carrying a GPS-equipped smart phone could get turn-by-turn directions to the nearest Holiday Inn. MapPoint Net will be used for just such purposes by Microsoft's own HomeAdvisor and Carpoint online real estate and automotive

buying guides.

Microsoft has been involved in mapping applications for a while now.

MSN

features a consumer-oriented mapping application and in some cars you find

a Microsoft-powered driving assistant. Internally, Microsoft tells us, the

company used its mapping technology to do everything from demographic analysis to regional product adoption visualization.

Using standardized SOAP and WSDL, developers can integrate Microsoft's mapping technology in their own applications. All in all, that's good news.

While SOAP has competition as a standard (most notably from XML-RPC), SOAP

is an open standard. According to Microsoft, MapPoint .Net beta testers used not only Visual Studio .Net, but Perl and Java, too.

From a value of service point of view, the questions get tougher.

Microsoft

promises 99.9 percent uptime with credits for missed transactions. Each transaction costs 4 cents to 1 cent depending on the volume purchased.

All

MapPoint .Net functions, such as render map and route, are charged at the

same rate. As part of the subscription, Microsoft will render maps with subscriber logos and icons. Customer profile data, including previously viewed maps and favorite locations, will eventually be stored. MapPoint Net

will provide statistics on usage as well.

By subscribing to Microsoft's MapPoint.Net service, developers can add mapping functionality to their applications.

Future releases of MapPoint .Net will supply demographic data.

Applications

that collect customer mailing addresses can use MapPoint .Net to not only

verify the address' validity, but also to retrieve such statistics as the

average age and income of residents in the immediate area.

Pricing makes MapPoint Net too expensive for most advertising-supported Web

sites. Microsoft as sole host will give pause to some enterprise and carrier-class customers who would rather rely on their own service infrastructure. It's also worth noting that aside from Passport, this is

Microsoft's first .Net service offering. The company doesn't have a track

record in services and is relying on channel partners for both sales and

support. MapPoint .Net looks like a valuable service and its SOAP support

makes it available to a wide range of applications and devices, but potential subscribers may want to take a wait-and-see approach.

THE BOTTOM LINE

MapPoint .Net

EXECUTIVE SUMMARY: Microsoft has begun to deliver its Net vision. Although mapping is an obvious choice for functionality provided through a subscription service, potential customers must decide whether Microsoft is the right provider.

TEST CENTER PERSPECTIVE: Microsoft has admirably used SOAP and XML to reduce complicated mapping functionality to a Web service that can easily be accessed with a few lines of code.

Art Wittmann was formerly editor of Network Computing.

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02008457/9

DIALOG(R)File 15:ABI/Inform(R)

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02008457 52196754

Linux lives, Microsoft maps

Kay, Russell

Computerworld v34n14 PP: 61 Apr 3, 2000 CODEN: CMPWAB ISSN: 0010-4841

JRNL CODE: COW

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 1 Pages

SPECIAL FEATURE: Map

WORD COUNT: 881

COMPANY NAMES:

Microsoft Corp (DUNS:08-146-6849) (TICKER:MSFT NAICS:334611) (NAICS:511210)

Corel Corp (DUNS:24-597-4035) (TICKER:COSFF NAICS:511210)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Software reviews; Linux; Mapping

CLASSIFICATION CODES: 9190 (CN=United States); 9120 (CN=Product specific);

5240 (CN=Software & systems)

PRINT MEDIA ID: 23762

ABSTRACT: Corel Corp.'s Corel Linux Deluxe and Microsoft Corp.'s MapPoint

2001 are discussed. Except for an unrelated hardware issue that stemmed from a mixed SCSI-EIDE hard-disk environment, the installation of Corel Linux Deluxe went smoothly. MapPoint 2001 is a mapping program that has a

lot of intriguing and powerful databae capabilites and integrate will with the Microsoft Office suite. In addition to street-level maps of the US and Canada, the program has multisourced demographic and census data, down to individual ZIP codes.

TEXT: A Linux installation without pain, anda Microsoft product that shines. Will wonders never cease? By Russell Kay

I'VE BEEN CURIOUS about Linux for a long time, and I've actually received a number of copies of it from various. distributors during the past several years. But somehow, it never made it to the top of my project pile.

Last weekend, I took the plunge. I decided to attempt to install Linux on the second hard disk on my home machine. I had three Linux versions on hand

- including Mandrake 70 from MandrakeSoft Inc. in Altadena, Calif., and TurboLinux Workstation 5.0 from TurboLinux Inc. in Brisbane, Calif. -

but I
opted to try Corel Linux Deluxe. I chose the version from Corel Corp.
in
Ottawa for two reasons: First, it came with a Linux version of
WordPerfect,
an application I've known and used for years; and second, I figured
that an
applications company might have paid more attention to installation
issues.

I started the install process fairly early on a day that I'd left
pretty
open, prepared for delays by all the horror stories I'd read. Except
for an
unrelated hardware issue that stemmed from a mixed SCSI-EIDE harddisk
environment, the installation went smoothly. I waited anxiously for the
system to lock up or ask me for some obscure technical information
about
system components that I wouldn't be able to supply.

Didn't happen. It installed, it booted up, it ran. The graphical K
Desktop
Environment (KDE) that was installed is fairly similar to the Windows
graphical user interface, and I was able to navigate it and start up
installed applications, including Netscape Navigator and an image-
editing
program, without fuss and without even opening the manual.

MAPPOINT 2001

Overall, I was impressed with how simply it went. I've installed just
about
every version of Windows, from 3.0 on up to 2000 Advanced Server, as
well
as several versions of Mac OS, and this Linux was smoother than most of
those.
Only in a few places did some of the raw underpinnings show through.
When I
used the file manager, I was greeted with the typical Unix directory
structure - /usr/bin/ and the like. But I found that I could avoid
facing
even that if I stored my documents and applications in the "My Home"
folder, which is accessed via a desktop icon, just like the Windows "My
Documents" folder.

Although I installed Linux into its own Linux-formatted disk partition,
WordPerfect was still able to read all my documents created with
Windows,
which were stored on FAT32 partitions.

Round I goes to Linux. The surprises, so far, have all been pleasant,
and
now I can begin to explore this new-to-me operating system with an eye
to
its usability. (I already know or at least expect - that it's going to
be
more stable and crash-proof than any of my current versions of

Windows.)

I'm looking at Linux not as a server platform but as an enduser client, trying to determine how good it is, how strange or different it is from what Microsoft Windows has accustomed us to and whether there is any reason to consider using it as a desktop operating system in preference to Windows.

My first conclusion is that there's no need for an ordinary user to be afraid of the graphical shells on Linux - or at least not the KDE shell that I tried. I'll try some others in the coming months. But it seems pretty clear that if you can find the application you need, Corel Linux works, and looks, pretty much like Windows.

Should information technology management think about using Linux as a desktop operating system? That's an intriguing question, but I'm going to let it hang in the air for a while.

Where Do You Want to Go Today?

Microsoft Corp. keeps asking us that question in its ads, and now it has supplied a first-rate package that can help us answer it. The product is MapPoint 2001, a mapping program that has a lot of intriguing and powerful database capabilities and integrates well with the Microsoft Office suite. In addition to street-level maps of the U.S. and Canada (a European version will be available soon), the program has multisourced demographic and census data, down to individual ZIP codes.

This isn't a full-fledged geographic information system (GIS), but in some ways it's better and easier to use. With MapPoint, you can drag a highlighted area of a spreadsheet representing, say, sales in various states during a certain period - and drop it onto a map of the U.S. It asks what style of representation you'd like and then creates a map that shows the data graphically. You can also use data directly from Access and Outlook.

You can give MapPoint 2001 a list of addresses and have it plot the most efficient route to travel to all of them - and you can customize the routing to take into account time-of-day travel factors. You can also create customized maps for downloading onto a pocket PC's Pocket Streets program.

I've used GIS applications and several other mapping programs. While they've all been useful and delivered what they promised, I've never found one that was easier to use or one that I like better.

? b 16

21jun06 16:41:46 User268077 Session D334.2
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\$7.10 2 Types
\$8.83 Estimated cost File15
\$0.26 TELNET
\$9.09 Estimated cost this search
\$9.14 Estimated total session cost 0.531 DialUnits

File 16:Gale Group PROMT(R) 1990-2006/Jun 20
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Set	Items	Description
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? t 08542148/full

08542148/9

DIALOG(R)File 16:Gale Group PROMT(R)
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08542148 Supplier Number: 73525405 (THIS IS THE FULLTEXT)
**Location-Based Information Can Be Turned Into Business Insight With
Microsoft MapPoint 2002.**

PR Newswire, pNA

April 23, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1010

TEXT:

New Version Offers Updated Maps and Demographics, Better Represents
Business Data Geographically, Allows Map Incorporation in Custom
Solutions
and Delivers

Tighter Office XP Integration

REDMOND, Wash., April 23 /PRNewswire Interactive News Release/ -

Microsoft Corp. (Nasdaq: MSFT) today announced the release to
manufacturing
of Microsoft(R) MapPoint(R) 2002 North America, the latest version of
its
business-mapping and location-based data visualization software. The
company is simultaneously announcing MapPoint 2002 Europe, which will
cover
most Western European countries and will be available in five European
languages. Both versions will be available to customers by the end of
May.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO>)

In addition to completely updated and expanded map content and
demographic data, MapPoint 2002 offers key new features for end users
and
developers, including greater map customization, territory creation and
display, an ActiveX(R) Control, a more comprehensive object model,
improved
support for Component Object Model (COM) Add-Ins, and tighter

integration
with Office XP.

"When making business decisions, location information is a key component," said Michael Graff, general manager of geography products for Microsoft. "With MapPoint 2002 up-to-date location and demographic data, our customers can chart, display and analyze their business information more effectively, enabling them to make more intelligent decisions about their businesses' past, current and future performance."

Up-to-Date Maps, Location and Demographic Information

Unlike traditional mapping applications, MapPoint 2002 offers users a complete combination of high-quality terrain, political data and roadway maps including over 6.4 million miles of routable streets and roads in North America and 4.8 million kilometers of roads and streets in the European editions. It also includes more than 70 measures of demographic data, address finding and multipoint routing functionality, as well as shaded-area mapping, all within a standard Microsoft Office family application. Microsoft creates and licenses the highest-quality spatial and demographic data available from leading vendors, including Geographic Data

Technology, Navigation Technologies and Claritas Inc.

Customized Maps Better Represent Business Information

MapPoint 2002 gives users the ability to customize maps to better represent their business information. A new territories feature allows customers to use existing geographic regions -- such as census tracts, postal codes or counties -- to build their own mapping areas. For example, once a territory is created, customers can overlay information such as sales or customer data, so regional or territory performance information can be easily compared and analyzed. With the new Drivetime Zones analysis tool, built on Microsoft's patented routing technology, users can determine and visually display areas that can be reached by car from a given location within a specified time. For example, an event planner could use the Drivetime Zones feature to invite only those customers within a 15-minute drive of the facility. Pie charts and column charts can also be added to

maps to highlight multiple demographic or other data variables, and custom icons and pushpins can be displayed on the maps to help communicate locations of customers, retail locations or other points of interest.

Greater Application Programmability Yields Custom Solutions

For developers, the new version of MapPoint includes an ActiveX Control, a more comprehensive object model and improved support for COM Add-Ins. These enhancements greatly expand the ability of corporate

developers or independent software vendors to integrate MapPoint functionality within a broad range of their business applications and custom solutions. With the rich functionality possible with the ActiveX Control, developers can embed a fully functional MapPoint map within their application and integrate the maps to work with whatever location data that application is using.

"With this release, MapPoint has become a serious spatial information management tool," said David Sonnen, IDC senior consultant for Spatial Technologies. "New features and access to mapping functionality through ActiveX will make MapPoint a good productivity option for a large group of business users."

Integrate Maps Into Everyday Work

The tighter integration of MapPoint 2002 with Office XP enables customers to easily transform geographic data from Office applications --

such as Word and Excel -- into data-rich maps using MapPoint Office Add-Ins

and Office XP's Smart Tag technology. Customers can incorporate maps into

the work they do every day. Now users can map data -- such as sales figures

by region or customer locations -- from Microsoft Excel, Access or the Outlook(R) messaging and collaboration client. They can embed MapPoint maps

into reports, presentations and Web sites using Word, the PowerPoint(R) presentation graphics program and the FrontPage(R) Web site creation and

management tool. They can also add maps to brochures and flyers with Publisher.

Pricing and Availability

MapPoint 2002 North America and Europe will be released to manufacturing on April 23 and will be generally available at the end of May. The product will be available from Microsoft resellers, Microsoft licensing programs and at <http://shop.microsoft.com/> at an estimated retail

price of \$249*. Current license holders of MapPoint 2000, MapPoint 2001 or

Office XP (any suite) are eligible for a \$50 (U.S.) or \$75 (Canadian) rebate when they acquire MapPoint 2002. European pricing will be comparable

but will vary per currency and is subject to currency exchange rate fluctuations. The ActiveX component may be licensed separately, with pricing to be released later this year.

Founded in 1975, Microsoft is the worldwide leader in software, services and Internet technologies for personal and business computing. The

company offers a wide range of products and services designed to empower

people through great software -- any time, any place and on any device.

* Reseller prices may vary.

NOTE: Microsoft, MapPoint, ActiveX, Outlook, PowerPoint and FrontPage are either trademarks or registered trademarks of Microsoft in

the United States and/or other countries.

The names of actual products and services mentioned herein may be

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PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: *Microsoft Corp.

PRODUCT NAMES: *7372000 (Computer Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

SIC CODES: 7372 (Prepackaged software)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: MSFT

SPECIAL FEATURES: LOB; COMPANY

? t 07995423/full

07995423/9

DIALOG(R)File 16:Gale Group PROMT(R)
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07995423 Supplier Number: 63502605 (THIS IS THE FULLTEXT)
**You Are Here ... and Your Clients Are There. (Software
Review) (Evaluation)**

Patz, Joel T.

Home Office Computing, v17, n6, p44

June, 1999

ISSN: 0899-7373

Language: English Record Type: Fulltext

Article Type: Evaluation

Document Type: Magazine/Journal; Trade

Word Count: 419

TEXT:

Microsoft MapPoint 2000

8.5

9 8 9 8 V P E S

Requirements Win 95/98, 32MB, 135MB of hard disk space,
CD-ROM drive

Price \$109

Publisher Microsoft Corp., 800-426-9400, www.microsoft.com/mappoint

TO FIND OUT WHERE YOU are, nothing beats a map. Investors can view regions of the country in which your sales are growing, for example, by spotting green areas on a map; or they can note difficult areas you've identified in red. Trends are instantly noticeable.

Microsoft MapPoint 2000 is business mapping software that lets you pinpoint customer or business sites by typing an address (or a "famous location," such as the Empire State Building), and even annotate each location on a map with text such as custom driving directions or symbols such as lines and boxes.

The program has some 14 million street-level segments for U.S. addresses, providing boundaries for states, counties, metropolitan statistical areas, zip codes, and census tracts. It also provides geographic boundaries for non-U.S. locations.

You'll find numerous options in MapPoint 2000. If you're plotting populations, for instance, you can specify range sizes (such as 0 to 100,000 and 100,001 to 250,000) and which colors to use. Once your map is complete, you can save it to HTML; paste it into Microsoft Word, Publisher, or PowerPoint; or download it to your Palm OS or Windows CE handheld PC.

MapPoint supports four types of maps: shaded area, push-pin, shaded circles, and graduated circles. Wizards can help you choose the right style, provide assistance in selecting the data range (we used Excel data

without a hitch; you can also import Outlook, Access, SQL, or delimited text files), and choose appropriate labels. You can also use more than 50

different demographic census-based variables to compare sales by, say, income level, gender, or age group.

MapPoint is for illustrating points on a map. It doesn't provide driving directions between two points; but you can use a highlighting tool

to select starting and ending points, and MapPoint will color in the route

and provide distance in miles or kilometers.

PROS Easy to import and plot data

CONS Details only for U.S. locations

RATINGS

HOME OFFICE COMPUTING'S product scores are weighted averages of 1-

to 10-point ratings for: Value (30 percent of total), Performance (30 percent of total), Ease of Use (20 percent of total), and Suitability for

Home Office Use (20 percent of total).

KEY:

V = Value

P = Performance

E = Ease of Use

S = Suitability for Home Office Use

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PUBLISHER NAME: CURTCO Freedom Communications

EVENT NAMES: *350 (Product standards, safety, & recalls)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372423 (Geographic Information Systems)

INDUSTRY NAMES: BUSN (Any type of business)

SIC CODES: 7372 (Prepackaged software)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Microsoft MapPoint 2000 (Map database)

? t 07110873/full

07110873/9

DIALOG(R) File 16:Gale Group PROMT(R)
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07110873 Supplier Number: 59948550 (THIS IS THE FULLTEXT)

Push Your Plans through. (Technology Information) (Tutorial)

Compton, Jason

PC/Computing, p100

April, 2000

ISSN: 0899-1847

Language: English Record Type: Fulltext

Article Type: Tutorial

Document Type: Magazine/Journal; Trade

Word Count: 286

TEXT:

Your business wants to build a new corporate campus, but you need the approval of local zoning commissions. Put together a winning presentation

showing the benefits of your project.

Step 1: Show Yourself

Paste your logo on everything-this is your business we're talking about. Some services, like MapQuest.com and Anysite.com, do this automatically. If not, use an image editor like Jasc Paint Shop Pro or Adobe Photoshop and add your logo as a new image layer.

Step 2: Prove You're Right

Create a before-and-after demographic map. Import future projection

data to show how overall retail trade will increase in the surrounding area. Prepare your retail projections for two and five years out in Excel

or in a database. Use Microsoft MapPoint 2000's Data Mapping wizard to import the data, and select the current sales figures as the comparison benchmark. Choose a livelier color set from the drop-down box on the Data

Range screen than you used for the before map-after all, you want to show a

bright future.

Step 3: Polish It Off

Use the iSite Map Logos to demonstrate what types of businesses are

likely to spring up as a result of your company's presence in town. If your

mapping software supports your choice of font, just load the Map Logos font, check your symbol table for the right key sequence for the logo you

need, and type the logo into place. If your mapping software isn't flexible

enough, you'll need to use an image editor to paste in the logo later.

Step 4: Make Changes from the Field

Send your building-survey team out with FieldSmart Connect and show

the planning commission the onsite notes your people added to your map-from

the field.

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PUBLISHER NAME: Ziff-Davis Publishing Company
EVENT NAMES: *330 (Product information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7372423 (Geographic Information Systems)
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and
Office
Automation)
NAICS CODES: 51121 (Software Publishers)

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21jun06 16:42:16 User268077 Session D334.3

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\$10.65 3 Types

\$12.94 Estimated cost File16

\$0.26 TELNET

\$13.20 Estimated cost this search

\$22.34 Estimated total session cost 0.954 DialUnits

File 9:Business & Industry(R) Jul/1994-2006/Jun 20

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Set Items Description

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02478719/9

DIALOG(R)File 9:Business & Industry(R)

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02478719 Supplier Number: 24873313 (THIS IS THE FULLTEXT)

Map Point 2002 Here Comes Microsoft!

(Microsoft's new consumer business mapping program debuts)

Geospatial Solutions, v 11, n 6, p 18

June 2001

DOCUMENT TYPE: Journal ISSN: 1529-7403 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 241

TEXT:

Microsoft (www.microsoft.com) announced the release of Microsoft MapPoint

2002 North America, the third version of its consumer/business mapping program. The company simultaneously rolled out MapPoint 2002 Europe, which

is available in five European languages. Both products are aimed at the

average business person and feature functionality familiar to Microsoft Office users. To see a map showing sales of multiple products by ZIP code,

for instance, customers Simply drag and drop their data onto the map.

The

product's data mapping wizard then guides the user through the process step-by-step.

The new release includes expanded map and data content, including demographics from GDT (www.geographic.com), Claritas

(www.claritas.com),

Compusearch (www.compusearch.com) and NavTech (www.navtech.com).

According

to Microsoft, more than 65 GB of compressed data are available. The package

is also said to include terrain data (although Microsoft did not specify

the type), political data, and roadway maps comprising more than 6.4 million miles of routable streets in North America and 4.8 million kilometers in Europe.

For developers, the new version of MapPoint includes an ActiveX Control, a more comprehensive object model, and improved support for addins. This enables developers to embed fully functional MapPoint data into their applications. End users will be able to put maps into other Microsoft products, including Word, Excel, and Outlook.

The 2002 version supports GPS data for waypoints, territory management, and drivetime analysis. Users can create custom symbols from bitmaps, icons, and cursors and can locate pie and bar charts on maps.

-- SB

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COMPANY NAMES: MICROSOFT CORP

INDUSTRY NAMES: Applications software; Software

PRODUCT NAMES: Business software packages NEC (737275)

CONCEPT TERMS: All product and service information; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

? b 20

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\$27.27 Estimated total session cost 1.162 DialUnits

File 20:Dialog Global Reporter 1997-2006/Jun 21
(c) 2006 Dialog

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16321429/9

DIALOG(R)File 20:Dialog Global Reporter
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16321429 (THIS IS THE FULLTEXT)

MICROSOFT: MapPoint 2002 opens up a world of possibilities

M2 PRESSWIRE

April 24, 2001

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1547

Microsoft today announced the release to manufacturing of MapPoint 2002, a new version of the business mapping application that combines powerful mapping and analysis tools with the simplicity of Microsoft Office. MapPoint enables users to visually analyse and communicate business information using maps. In a conversation with PressPass UK, Zena Girdler, product-marketing manager for MapPoint at Microsoft, discusses how MapPoint 2002 helps businesses visualise data using geographic information.

PressPass: How can businesses make use of geographic information using MapPoint 2002?

Girdler: Much of the information stored in company databases today has some sort of geographic element to it, whether that information is related to an address, a state or a postcode. Unfortunately, this information is typically only viewed through a spreadsheet, a table or a graph. Rarely is this information analysed in its most logical format - on a map. With MapPoint, businesses have the ability to visualise their information

in a new way and get a new perspective on their performance, their competition and their customers. By understanding the location component of common business data, such as sales or customer lists, they can make more informed decisions. This viewpoint also helps to identify trends or business performance issues that they may have otherwise overlooked.

PressPass: What sort of geographical data could businesses use to be more successful?

Girdler: Some excellent examples of geographical data that are useful to any business include sales data, competitor locations, customer lists and service records. Using MapPoint, a business can identify whether geographic or demographic variables may be affecting sales of a particular product.

They can examine whether their business could become more efficient by reassigning sales or delivery territories. They can investigate whether the location of competitors could be influencing the sales performance of a particular location. Or they can analyse different areas to determine whether they appear to be good prospects for expanding the business.

MapPoint can also be extremely valuable in day-to-day business operations.

For example, a business manager may decide that she wants to identify all customers within a 15-minute drive of her facility, or perhaps within a short drive of a hotel where she is planning to hold a meeting. With MapPoint 2002, she can use the new "Drivetime Zones" feature around that facility, then select all the data points within that zone and export those records to Microsoft Excel for inclusion in a mailing list. The Drivetime Zones feature is also useful in planning delivery routes or customer visits.

PressPass: What differentiates MapPoint from other business mapping tools?

Girdler: MapPoint is unique because it comes with all of the data and tools customers need to effectively visualize and communicate information using maps. Microsoft also creates and licenses the highest quality

spatial
and demographic data available, whereas many other mapping products
require
users to purchase additional data sets to perform certain functions.

MapPoint 2002 has vastly simplified some functions that
have
traditionally been complex and made them more accessible to the
average
business user. For example, to see a map showing sales of multiple
products
by ZIP code, MapPoint customers can simply drag and drop their data
onto
the map.

MapPoint's data-mapping wizard will guide them through the
process,
step by step. There are no complex concepts or terminology to learn
- if
users are familiar with any Microsoft Office application, they
can
immediately get up and running with MapPoint.

PressPass: How have the customisation capabilities of MapPoint
been
improved?

Girdler: First, new data-mapping features such as pie charts,
series
charts and column charts, as well as multiple pushpin symbols, have
been
added to increase users' ability to customise the way their maps
are
displayed.

Custom pushpin symbols are now offered so users can put
their
company's logo into their maps, or any other symbol they want to
create, in
addition to the dozens of symbols already included in the product. To
many,
this may seem like a minute detail, but the ability to add a logo or
any
other graphic and tie that into a location really has strong
communication
value. This feature alone makes a map more personal, and it seems
to be
resonating very well with MapPoint users.

PressPass: What does support for Microsoft ActiveX, Microsoft
Visual
Basic and COM mean for businesses rolling out MapPoint?

Girdler: It gives software developers the ability to access
MapPoint
functionality programmatically, so they can start integrating
customised
maps and location intelligence into their own solutions or line-of-
business
applications. MapPoint can now be built into an independent
software
vendor's application or into an organisation's custom business
solution,
which opens up a lot of possibilities for businesses to include

mapping

within the context of their existing solutions.

PressPass: How has the content in MapPoint 2002 been improved?

Girdler: We're constantly working to ensure that our content is up to date, bringing in the most recent demographic information from firms such as Claritas and CompuSearch. Plus, we've added more points of interest, so when customers launch MapPoint 2002 they will be able to locate restaurants, airport information, gas stations, ATMs, hotels, hospitals, campgrounds, even freeway exits. The North American version now includes over 6.4 million miles of streets, updated maps, demographics for 2000 and projections into 2005. Nearly 1 million points of interest are completely updated. Our European version also includes new, detailed maps with expanded street-level coverage and data in more areas. We also provide a Web search capability in MapPoint that works with MSN to search the Internet for related links for any place a customer clicks on the map.

PressPass: How will MapPoint 2002 work with Office XP?

Girdler: We've always done a great job of sharing information to and from Office applications, and MapPoint 2002's Office XP integration goes even further. In Excel, for example, customers can highlight a table of numbers and click the MapPoint button on the toolbar. If there is a geographic variable within the spreadsheet, MapPoint will embed a map and launch the data-mapping wizard to give them a view of that data on a map, right within Excel.

We have also added support for Smart Tags. So, if there is any piece of geographic data such as a state, city name or address in Word or Excel, MapPoint can automatically look up that location or address. Customers can also export selected information into Office applications. There are really countless ways businesses can take advantage of this, such as generating a list of customers within one of the Drivetime Zones, exporting selected demographics for further analysis in Excel, or embedding maps into Microsoft Word documents or Microsoft PowerPoint presentations.

PressPass: Will MapPoint 2002 be packaged with Office?

Girdler: No, MapPoint is available only as a standalone

application.

However, MapPoint is part of the Microsoft Office family of applications.

This means that MapPoint 2002 looks and behaves like Office and can easily share data with Office applications.

PressPass: How does MapPoint 2002 fit into Microsoft '.NET'?

Girdler: We are exploring several exciting opportunities for using Microsoft '.NET' services, technologies and tools to deliver new capabilities to our customers. Our goal is to provide more-frequently updated map and demographic data, and to enable geographic functionality on a wider array of mobile devices. These are just a few of the things we'll be working on for future releases.

Right now, MapPoint gives customers the ability to connect to the Internet and download the most current road-construction data for the United States, so driving directions include warnings and notices for areas with planned construction activity. And with MapPoint 2002, customers can communicate their information via the Web using the enhanced "Save as Web Page" feature.

Web pages saved from MapPoint 2002 can include hyperlinks to other maps, Web pages or files, and users can set their MapPoint Web pages to update each time the underlying MapPoint file is saved so the maps on the Web page always show the latest data.

PressPass: Will MapPoint eventually become a Web-based service?

Girdler: This is something we are looking at quite seriously. The main benefits to going in this direction would be the ability for customers to access their data from any Web-connected device, and the ability to always get the most updated map and demographic data and points of interest information. In addition, we believe there are great opportunities for integrating location intelligence and information into a wide range of customer applications on both wired and wireless devices. We'll continue to spend a lot of time talking to our customers to determine the best way to meet their needs and expand the capabilities and usefulness of our maps and

geographic information.

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

CONTACT: Microsoft Connection Tel: +44 (0)345 00 2000. Tim Callington, AUGUST.ONE COMMUNICATIONS Tel: +44 (0)20 8434 5609 e-mail: Tim.Callington@augustone.com Microsoft Press Centre Tel: +44 (0)870 20 77377 Fax: +44 (0)870 20 77329 e-mail: ukprteam@microsoft.com ((M2 Communications Ltd disclaims all liability for information provided within M2 PressWIRE. Data supplied by named party/parties. Further information on M2 PressWIRE can be obtained at <http://www.presswire.net> on the world wide web. Inquiries to info@m2.com)).

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REGIONS: Europe; European Union; Western Europe; Americas; North America; Pacific Rim
SIC CODES/DESCRIPTIONS: 7372 (Prepackaged Software)
NAICS CODES/DESCRIPTIONS: 51121 (Software Publishers)